



Mercedes-Benz

Press Information

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The new E-Class: dimensional concept and interior design

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Mercedes-Benz AG | 70546 Stuttgart | P +49 711 17 0 | F +49 711 17 2 22 44 | dialog@mercedes-benz.com | www.mercedes-benz.com

Mercedes-Benz AG, Stuttgart, Germany | Domicile and Court of Registry: Stuttgart, Commercial Register No.: 762873

Chairman of the Supervisory Board: Bernd Pischetsrieder

Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

Immersive, interactive, intelligent: Smartphone integration in the new E-Class

The new E-Class: abridged version of the press kit

- New electronic architecture allows a comprehensive user experience
- Fast data transfer speeds with 5G technology
- Numerous new, intelligent functions in interior systems

Stuttgart. Customers can look forward to an immersive entertainment experience in the new E-Class with music, games and streaming content. Thanks to digital innovations in the interior, the E-Class is now more intelligent, achieving a new dimension of personalization and interaction. At the same time, the electronic architecture is more software-driven and less hardware-driven. This forms the basis for more individual updating of the interior systems in the future.

The computing functions of previously separate domains take place in a single processor. Screens and the MBUX infotainment system thus share a new powerful central onboard computer. This form of networking improves performance, as data streams can be transmitted significantly faster.

The Entertainment package (MBUX Entertainment Plus), available for the new E-Class, includes hardware, Mercedes me connect services¹ and a data package from a third-party provider. A communication module with 5G transmission technology² allows for faster data speeds than LTE/UMTS³.

The 2024 Mercedes-Benz E-Class Sedan will arrive at U.S. dealerships later in 2023.

Music becomes visible: sound visualization

Occupants of the new E-Class can now experience music with three senses. With the new Active Ambient Lighting including Sound Visualization, music and sound can not only be heard (with Dolby Atmos® technology if desired) and felt (by means of sound resonating transducers in the standard Burmester® 4D surround sound system), but also "seen." Visualization takes place on the light strip of the optional Active Ambient Lighting. For the first time, this applies throughout in the E-Class. For example, fast sequences of beats can cause rapid light changes, while flowing rhythms can create softly merging lighting moods.

The entertainment experience for the front passenger is always impressive. Due to the switchable display, the front passenger can watch dynamic content, such as streaming video¹ on the optional screen. The advanced camera-based visual shield function reduces its brightness and thus reduces the risk of distraction for the driver.

¹ To use the Mercedes me connect services, a personal Mercedes me ID and agreement to the terms of use for the Mercedes me connect services are required. In addition, the vehicle must be paired with the corresponding user account. Upon expiry of the initial term, the services can be renewed on payment of a fee, provided they are still offered for the corresponding vehicle at that point. First activation of the services is possible within one year from first vehicle registration or commissioning by the customer, whichever comes first.

² To use 5G, the optional Entertainment package including comfort data volume from a third-party provider (valid for 12 months) or the customer's own data volume is required.

³ The speed and availability of the data connection will vary depending on such factors as the network coverage at the vehicle's location.

The entertainment program in the E-Class is more interactive than ever. The software experts at Mercedes-Benz developed a new compatibility layer that allows the installation of third-party apps⁴. The following apps are available on the central display at launch of the E-Class⁵: TikTok, the game Angry Birds, the collaboration app Webex, the video conferencing app Zoom and the web browser Vivaldi.

Another new feature is a selfie and video camera (part of the optional MBUX Superscreen) on top of the dashboard⁶. When the vehicle is stationary, the driver⁷ can participate in online video conferences via Webex or Zoom, and take photos and videos.

Offering more operating convenience via MBUX, the "Just Talk" function can now activate the intelligent voice control without the keyword "Hey Mercedes." When the function is activated, a red microphone symbol appears in the display to indicate that the vehicle is ready to receive commands.

Added day-to-day convenience: routines

Mercedes-Benz is developing artificial intelligence (AI) technology to enable the car to learn which comfort systems occupants use repeatedly. Given the same circumstances, the aim is for AI to automate such functions⁸. The result is personalized automation. Mercedes-Benz uses the term "routine" for this innovation, the development of which is already well advanced.

At launch of the new E-Class, customers will be able to use templates for standard routines. They also have the option of creating routines themselves by linking several functions and conditions. For example, "Switch on the seat heating and set the ambient lighting to warm orange if the interior temperature is below 50 degrees."

For enhanced well-being: ENERGIZING COMFORT

Soothing sounds, mobilizing massage, activating light – Mercedes-Benz offers a comprehensive wellness program with the various available ENERGIZING COMFORT programs.

"The heart of the brand" for over 75 years

With more than 17 million vehicles delivered globally since 1946, the E-Class and its predecessors are the best-selling model series in the history of Mercedes-Benz. Many perceive it as the "heart of the brand." The E-Class's heritage dates back to the early days of the brand. Even in the early years of the 20th century, the predecessor companies of today's Mercedes-Benz AG dominated this segment. Vehicles positioned below the luxury class but above the compact car class are an integral part of the

⁴ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes me connect services are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Upon expiry of the initial term, the services can be renewed on payment of a fee, provided they are still offered for the corresponding vehicle at that point. First activation of the services is possible within one year from first vehicle registration or commissioning by the customer, whichever comes first. Use of the entertainment package also requires the customer's own data volume. In order to use certain apps via the Mercedes me connect service, a separate customer-specific contract with app provider may be required.

⁵ An app package is planned for the market launch. The apps may vary over the lifecycle of the E-Class. A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes me connect services are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Upon expiry of the initial term, the services can be renewed on payment of a fee, provided they are still offered for the corresponding vehicle at that point. First activation of the services is possible within one year from first vehicle registration or commissioning by the customer, whichever comes first.

⁶ New technologies must always meet the legal requirements of the different markets, and must therefore be adapted accordingly. We are currently looking into the approval situation in this respect.

⁷ At a later date, camera functions will also be possible for the front passenger.

⁸ The functions described are visions for the future, some of which are not yet available and will depend on the respective vehicle model, the individual configuration and the respective market.

model portfolio of Mercedes-Benz and the original brands. Since the 1930s, the models have had designations that still sound familiar today: for example, the 200 (1933) and 230 (1936), as well as the diesel variant 260 D (W 138, 1936) – the world's first diesel-powered passenger car.

Analog and digital sensory experience

The new Mercedes-Benz E-Class: interior design

- Sporty, high-quality, digital – the interior of the new E-Class
- Combination of digital and analog luxury was previously reserved for top-of-the-range models
- Newly designed icons on display screens can be recognized even more intuitively by drivers

The instrument panel shapes the digital experience in the interior. If the E-Class is equipped with the optional front passenger screen, the large glass surface of the MBUX Superscreen extends to the central display. Visually detached from this is the high-resolution instrument cluster display in the driver's field of vision.

The contour of the cover glass is dynamic in design. For the central display, the glass surface is extended downwards accordingly. The profile becomes flat towards the outer edges. A narrow climate control vent band nestles against the upper contour of the glass surface, connecting the central vent with the outer climate control vents to form a single unit.

Models without a passenger display feature a large trim element that extends to the center. Visually detached, the central display appears to float above the concave surface of this trim element.

The front section of the instrument panel is illuminated by the light strip of the Active Ambient Lighting. This runs in a wide arc from the windshield, past the A-pillars and into the doors, creating a spacious feeling in the way the door panels merge with the collar of the instrument panel to form a single unit. A control island in the upper section of the door panels, which appears free-floating, matches the look of the glass surfaces of the screens.

The center console is designed as a homogeneous unit and flows into the lower section of the instrument panel. At the front, a storage compartment with lid and cup holders is integrated into the three-dimensionally shaped trim element. There is a soft padded armrest in the rear part of the center console. USB ports are located in the compartment below.

The door center panel merges seamlessly into the armrest with a concave sweep. The front section here is designed as a metallic high-tech element. It serves as a grab and closing handle, and incorporates the switches for the power windows. Another highlight is the free-floating control island incorporating the door opener and controls for seat functions.

The contours of the seat surface and backrest flow elegantly from the inside to the outside and appear to float above the body of the seat thanks to the layer design. Indented vertical lines follow the outer contour, widening out towards the top – a design element inspired by the organic beauty of seashells. If the customer opts for leather upholstery, the seats are designed with elaborate longitudinal fluting, created in individual panels. The available Nappa leather seats feature quilted and perforated diamond patterns that follow the shape of the seat.

Extensive range of interior colors and trims

The color and trim concept conveys the vehicle's tech-focused character. Customers can choose between numerous interior color combinations. The palette ranges from light beige combined with Space Grey, including a classy pearl effect, to the sophisticated, cinnamon-colored Tonka Brown and the cool and technical-looking grey.

The interior surfaces have a new fine-grain finish from the base trim level upwards, underlining the contemporary character. The interplay between analog and digital sensory experience is further exemplified by the wide range of trims with innovative, natural or technical surfaces. New Dark Ash open-pore wood trim, which is backlit by the Mercedes-Benz pattern, is exclusive to the new E-Class.

In addition to other trim variants featuring open-pore woods, the MANUFAKTUR Piano Lacquer Flowing Lines trim from the S-Class is also available. Another highlight is the available silver blended metal interior trim. Its high-gloss finish lends a futuristic look.

Customizable UI design

The main icons on the central and optional passenger displays are now simpler and color-coded to match smartphone tiles. This enables the driver to recognize them even more intuitively.

With two display styles (Classic and Sporty) and three modes (Navigation, Assistance, Service), the driver display can be individualized. In the "Classic" style, the driver is greeted by the familiar display layout with the look of two dial instruments. Varying content with vehicle-related information is displayed between the two dials.

The "Sporty" style is dominated by the color red, with a dynamically designed central tachometer. A holistically impressive color experience is created in the interior by the optional seven color themes of the ambient lighting.

Sound becomes visible

The new Mercedes-Benz E-Class: sound visualization

- Sound is interpreted visually on the light strip of the Active Ambient Lighting system
- In-house development works with any source of entertainment sound
- For the first time, the light strip takes the form of a continuous line in the cockpit

For decades, it was only possible to experience music in a car through listening. With the current generation S-Class and the available Burmester® 4D surround sound system, sounds have become tactile. Structure-born sound transducers in the seat backrests translate sounds into vibrations. Now, in the new E-Class, the acoustics can be experienced with a third sense: the active light strip at the top of the instrument panel and in the front door panels can be used to produce a visual interpretation of any content from any source of entertainment sound – music, movies, apps and more. For example, fast sequences of beats can cause rapid light changes, while flowing rhythms can create softly merging lighting moods.

This in-house development by Mercedes-Benz is available in conjunction with Active Ambient Lighting. Software analyzes the audio signals based on the parameters of frequency (bass/mid-tones/treble tones) and direction (right/left). The visual representation is beat-synchronous, in other words, with no time lag. Depending on the preferred color selected for the ambient lighting, the bass, mid-tones and high tones are visualized locally in coordinated color tones and brightness levels. To use the function, the customer only needs to activate the Sound Visualization button on the central display. When a telephone call is accepted, the playback and visual display of the music are automatically stopped. System prompts from the driver assistance systems⁹ naturally have a higher priority within the Active Ambient Lighting than the sound visualization function, and therefore temporarily overlay it.

In the E-Class, the light strip in the cockpit takes the form of a continuous line for the first time and is no longer interrupted by the driver's display. In addition to the sound visualization, the functional scope of the Active Ambient Lighting is supplemented and expanded by further new features:

- Information from the parking assistant is visualized.
- The Drive Away function of Active Brake Assist¹⁰, which ensures extra safety when traversing intersections with cross traffic, can use the active ambient lighting to give a visual warning.

⁹ The Mercedes-Benz driving assistance and safety systems are aids, and do not relieve the driver of his or her responsibility. The driver should follow the instructions in the Owner's Manual and the system limits described therein.

¹⁰ Part of the optional Driving Assistance Plus package

Multidimensional sound experience

The Burmester® 4D surround sound system features a total of 17 speakers, as well as four sound transducers in the front seats, to allow high-end music lovers to experience a new world of sound in their vehicle. Another element contributing to a premium listening experience is the native integration of Spatial Audio with Dolby Atmos® from Apple Music¹¹. The immersive audio experience adds space, clarity and depth to the music.

¹¹ In order to use the online music service "Apple Music", a personal Mercedes me ID and agreement to the Mercedes me connect Terms of Use are required. A mobile data connection is also required. Customers can purchase the required data volume from a mobile network operator (MNO) via the Mercedes me portal, or use it via their smartphone data tariff by tethering. The use of Dolby Atmos results in increased data volume consumption.

More app variety

The new Mercedes-Benz E-Class: in-car apps¹²

- Third-party apps optimized for a better user experience
- Popular apps such as TikTok and Zoom, among others¹³
- Part of the optional Entertainment package, apps can be downloaded directly in the E-Class

Until now, apps found their way into the car mainly by being mirrored from the user's smartphone into the infotainment system through Apple Car Play or Android Auto, which allows some functions of the mobile device to be used on the central and passenger display while the car is moving. The software experts at Mercedes-Benz have developed a new compatibility layer that allows the installation of third-party apps.

For example, the driver can use the vehicle's own selfie and video camera for the collaboration app Webex and video conferencing app Zoom¹⁴. To avoid driver distraction, image transmission is not activated while driving.

The new software architecture ensures apps will find their way into the vehicle much more quickly in the future. A new App Store has been integrated into the Mercedes me Store, with a gradually expanding portfolio of apps, meaning the E-Class remains up-to-date and can be extensively personalized.

The following apps are part of the portfolio at the launch of the new E-Class:

- TikTok
- Angry Birds
- Webex by Cisco cloud-based collaboration solutions
- Zoom video conferencing
- Vivaldi web browser

¹² A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes me connect services are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Upon expiry of the initial term, the services can be renewed on payment of a fee, provided they are still offered for the corresponding vehicle at that point. First activation of the services is possible within one year from first vehicle registration or commissioning by the customer, whichever comes first. Use of MBUX Entertainment Plus also requires the customer's own data volume.

¹³ An app package is planned for the market launch. The apps may vary over the lifecycle of the E-Class.

¹⁴ New technologies must always meet the legal requirements of the different markets, and must therefore be adapted accordingly. We are currently looking into the approval situation in this respect.

Intelligent image filtering

The new Mercedes-Benz E-Class: visual shield function of the passenger screen

- Further improved concept reduces the risk of driver distraction
- Front passenger can still see dynamic content on the screen
- Free audio enjoyment without the use of headphones

The front passenger can watch dynamic content such as streaming video on the display during a journey while the driver is protected from distraction. The camera-based system in the E-Class uses an advanced filtering concept to ensure the content on the screen is not visible to the driver. This has been verified in extensive trials with test subjects. In addition, the system allows free audio enjoyment of dynamic content without the need for headphones.

The concept works in two stages: first, the seat occupancy recognition system registers whether the seat next to the driver is occupied. If this is the case, the touch surface of the display can be used via MBUX from the passenger seat while the vehicle is moving. If the front passenger seat is not occupied, the screen becomes a digital decorative feature for which the customer can choose various motifs like a night sky with the Mercedes-Benz pattern.

The passenger display's dual light control (DLC) technology prevents dynamic content such as video from being seen peripherally by the person behind the wheel. This visual shield function developed by Mercedes-Benz can be switched on and off. Based on the content, the system can thus switch the visibility for the driver on or off.

A camera (either in the driver's display or on the dashboard, depending on the equipment) also records the driver's eye movements. The intelligent system can detect whether the eyes are looking at the front passenger screen. This takes into account, for example, how the driver steers and how often and for how long they look over to the passenger side. If necessary, the brightness of the passenger screen is reduced and the passenger can therefore continue to view content while it is not visible to the driver. This reduces the potential for driver distraction to a minimum.

Artificial intelligence will relieve the burden of everyday processes in the future

The new Mercedes-Benz E-Class: routines

- Allows the E-Class to adapt to personal habits
- Templates and self-created routines support tasks during everyday driving
- In the next stage of development, AI-generated routines for the driver will follow

Stop at the company gate shortly before 8 o'clock in the morning, lower the side window and present your company pass to be allowed to drive onto the premises – many people start their work day like this. There are also recurring processes during leisure time. For example, on Tuesday evenings after tennis practice the seat heating is always switched on when returning home. These are just two of the many applications where Mercedes-Benz wants to make everyday tasks easier for its customers with the help of so-called routines¹⁵.

At launch of the 2024 E-Class, the following options will be available:

1. Templates: With the help of these templates, customers can experiment with the basic types of support that is possible with the help of artificial intelligence. Examples include "Cold Days" (switching on the seat heating at a certain outside temperature, ambient lighting changes to warm orange) or "Date Night" (romantic music is played via Bluetooth audio, ambient lighting turns rose-colored). The templates are operated via the vehicle's central display and are arranged in carousel-style on the screen.
2. Self-created routines: Conditions can be linked to an action on the central display. For example, "Switch on the seat heating and set the ambient lighting to warm orange if the interior temperature is below 50 degrees." The driver can even assign a name to such self-created routines, such as "Warm me up." Under this chosen name, the routine then appears on the screen under the menu item "My routines" and can be activated there. This routine category can be recognized by the blue tab in the menu bar. Routines can be created and edited in the vehicle, on the central display or from home using the Mercedes me connect app.
3. AI-generated routines¹⁶: In the future, the goal is for the E-Class to fully automate routine tasks, if desired, with Artificial intelligence (AI). The vehicle's ability to learn and evolve with the customer will represent a new level of intelligence. In the first stage of expansion, Mercedes-Benz will offer AI-generated routines for the driver and the seating system (ventilation, heating, massage). Other interior systems are to be successively integrated and further routines made possible.

Equally adaptive: in-app suggestions and "Magic Modules"

Mercedes-Benz already uses AI as part of MBUX: the apps for navigation, radio and phone suggest actions. These are based on how likely an application is to be used and include the suggestion of a specific phone number or navigation destination. More than 20 additional functions – from ENERGIZING

¹⁵ The functions described represent visions of the future, some of which are not yet available and will depend on the respective vehicle model, the individual configuration and the particular market.

COMFORT to birthday reminders to suggestions for a to-do list – are offered automatically with the help of AI, if they are relevant to the particular customer. Internally, the developers refer to these as "Magic Modules." They are displayed on the zero-layer interface of MBUX.

With the "Just Talk" function, the intelligent voice control can now be activated without the keyword "Hey Mercedes." When the function is activated, a red microphone symbol appears in the display to indicate that the vehicle is ready and waiting for commands such as "Navigate me home" or "Please turn on seat heating." Furthermore, with the voice control, several commands can now be linked by "and."

For more peace of mind, physical wellbeing and comfort

The new Mercedes-Benz E-Class: ENERGIZING COMFORT

As with all ENERGIZING COMFORT programs, several comfort systems work together in this new function. The passenger is prompted to recline the seat slightly backwards while the seat cushion is adjusted automatically. Fresh air is supplied from the air conditioning system in intermittent bursts. The Active Ambient Lighting is animated in accordance with the speed, while the audio system and, if required, the ionization and fragrance of the optional AIR BALANCE package are also activated. A reduced atmospheric video animation is shown on the front passenger or central display. The ENERGIZING COMFORT program can be used both while the vehicle is moving or stationary. When the approximately ten-minute program ends, the front passenger seat is automatically returned to its original position.

Mercedes-Benz already offers a comprehensive wellness program with the multi-faceted ENERGIZING COMFORT programs. The ENERGIZING programs in the E-Class have been slightly revised in terms of content, heightening the experience. In the Vitality program, ENERGIZING Seat Kinetics is now activated throughout in parallel with a massage, and supports the muscles with small changes in the seat surface and backrest angles. The music of the ENERGIZING COMFORT programs has also been updated. Depending on the equipment level, the system now also uses Dolby Surround 7.1 in the E-Class.

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About Mercedes Benz

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric Mercedes-EQ family. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Michael Minielly	michael.minielly@mbusa.com
Cathleen Decker	cathleen.decker@mbusa.com